

ORDER



KSDK

Orders
Order / Rev: 722498
Alt Order #: 06374854
Product Desc: AKIN FOR SENATE
Estimate: 2906
Flight Dates: 10/17/12 - 10/22/12
Original Date / Rev: 10/15/12 / 10/15/12
Order Type: Political

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Strategic Media Placement LLC
Buying Contact:
Billing Contact:
 3946 North Hampton Drive
 Powell, OH 432065

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Akin,T/R/Senate
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	21	\$30,600.00	\$26,010.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	21	\$30,600.00	\$26,010.00	0.00
Totals	21	\$30,600.00	\$26,010.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSDK	36%	\$30,600.00
Market	100%	\$85,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	9%	\$7,650.00
KETC	0%	\$0.00
KMOV	23%	\$19,550.00
KNLC	0%	\$0.00
KPLR	1%	\$850.00
KTVI	31%	\$26,350.00
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSDK	10/17/12	10/19/12	M-F 6-7A 6-7a	CM	6-7A	--W-F--	:30	4	\$900.00	P-2	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W-F--			4		\$900.00		0.00				
E 2	KSDK	10/17/12	10/19/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	--WTF--	:30	2	\$825.00	P-2	0.00	NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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E 2	KSDK	10/17/12	10/19/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	--WTF--	:30	2	\$825.00	P-2	0.00	NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					2	\$825.00		0.00			
E 3	KSDK	10/17/12	10/17/12	M-F 430-5p Jeopardy	CM	430-5p	--W----	:30	1	\$825.00	P-2	0.00	NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$825.00		0.00			
E 4	KSDK	10/22/12	10/22/12	M-F 430-5p Jeopardy	CM	430-5p	M-----	:30	1	\$825.00	P-2	0.00	NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$825.00		0.00			
E 5	KSDK	10/19/12	10/19/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	----F--	:30	1	\$1,875.00	P-2	0.00	NM	1	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$1,875.00		0.00			
E 6	KSDK	10/22/12	10/22/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	M-----	:30	1	\$1,875.00	P-2	0.00	NM	1	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$1,875.00		0.00			
E 7	KSDK	10/19/12	10/19/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	----F--	:30	1	\$2,025.00	P-2	0.00	NM	1	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$2,025.00		0.00			
E 8	KSDK	10/22/12	10/22/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	M-----	:30	1	\$2,025.00	P-2	0.00	NM	1	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$2,025.00		0.00			
E 9	KSDK	10/17/12	10/19/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	--W-F--	:30	2	\$1,950.00	P-2	0.00	NM	2	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W-F--					2	\$1,950.00		0.00			
E 10	KSDK	10/22/12	10/22/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	M-----	:30	1	\$1,950.00	P-2	0.00	NM	1	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$1,950.00		0.00			
E 11	KSDK	10/17/12	10/17/12	LN (M-F) LN (M-F)	CM	10-1035p	--W----	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$2,250.00		0.00			
E 12	KSDK	10/20/12	10/20/12	LN (Sa) LN (Sa)	CM	10-1035p	-----S-	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$1,800.00		0.00			
E 13	KSDK	10/21/12	10/21/12	Post NFL News Post NFL Late News	CM	Various	-----S	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$1,350.00		0.00			
E 14	KSDK	10/22/12	10/22/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	M-----	:30	1	\$2,025.00	P-2	0.00	NM	1	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$2,025.00		0.00			
E 15	KSDK	10/22/12	10/22/12	LN (M-F) LN (M-F)	CM	10-1035p	M-----	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$2,250.00		0.00			
N 16	KSDK	10/18/12	10/18/12	M-F 10-11A News at 10am	CM	10-11A	---T---	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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N16	KSDK	10/18/12	10/18/12	M-F 10-11A News at 10am	CM	10-11A	---T---	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$375.00		0.00						
Totals													21	\$30,600.00	